

DEC 13 2004

CERTIFICATE OF TRANSMISSION/MAILING (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the U.S. Patent and Trademark Office: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

PATENT

Date: 12/13/04

Patti Hespell
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 10/006,874	FILING DATE 14 NOV 2001	FIRST NAMED INVENTOR PLOTNICK	ATTY. DKT. NO. T738-10
TITLE ALTERNATIVE ADVERTISING IN PRE-RECORDED MEDIA		ART UNIT 2611	EXAMINER TRAN, HAI V

Commissioner for Patents
Arlington, VA 22313-1450

ELECTION

This Election is being submitted in response to the Office Action mailed November 17, 2004, the current response date being December 17, 2004. Please consider the following remarks.

Election

-1-

10/006,874